



## **SIG 01 - B4S - Business for Society**

With our theme **Exploring the Future of Management: Facts, Fashion and Fado**, we invite you to participate in the debate about how to explore the future of management. We look forward to receiving your submissions.

### **T01\_04 - Arts for Business and Society**

#### **Proponents:**

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#### **Short description:**

In this track we welcome contributions that put arts at the core of 'business for society' research. Arts and management have been studied as separated concepts, looking at how the artists' activities could be developed as businesses. Conversely, we look at arts as source of knowledge, by which management studies should inspire to get richer ways of understanding and dealing with human action. Accordingly, we refer to the etymological meaning of art, which derives from the latin word Ar-tem (the practice of giving value to the human action) and formerly from the Aryan root Ar (moving onwards).

#### **Long description:**

In this track we welcome contributions that put arts at the core of 'business for society' research. Although Art Management is acknowledged as a research field for around thirty years, it has suffered from the dominance of the North-American Business School model within the broader context of the management establishment as an academic discipline, in the aftermath of the WWII.

Therefore, art and management have been until recently studied as separated concepts looking at how the artists' activities could be developed in business-based ventures.

Notwithstanding, we look at arts as millennial sources of knowledge, that witness as in the ancient world art was meant as *téchne* (?????, craft) that nowadays evolves in *téchne-logos* (??&gamma;??, discourse), hence technology.

Accordingly, we refer to the etymological meaning of art, which derives from the latin word Ar-tem and formerly from the Aryan root Ar. Artem indicates the practice of giving value to the human action, and managing the own interests. The root Ar means moving onwards,



thus innovating and renewing. From art derives also artefact, artificial, artisan, i.e. produced by humans.

Drawing on the ancient and very societal oriented roots of the word art, we welcome empirical and conceptual papers that address, even not exclusively, the following themes:

Performing and visual arts. Theatre, Dance, General Gymnastics, Magic, Mime, Music Opera, Puppetry, Ventriloquism. To look at as a not exhaustive list for business cases and 'cases for business'.

Organizational aesthetics meant as the sensitive knowledge of organization. How does organizational aesthetics support us in contextualising artefacts, artifices, design and their symbolic meanings?

Creativity: the tool through which art engages humans in adding value. From industry creation to creative industries.

Arts and technology. How do technologies intertwine artistic experiences? And then how do they nurture the managerial knowledge? From sound technologies to multimedial platforms.

Arts and professional communities. Understanding the world of arts in those sector that are less concerned with current days' creativity, such as archaeology or heritage professions, could open yet another stream of reflection on knowledge production and transfer.

Spacing arts. Physical spaces are never neutral in producing and cultivating art. From archaeological sites to urban renewal and smart cities, all these spaces can be addressed to foster to role of art in developing sustainable businesses for societies.

Sustainable action by integrating praxis, practice and practical wisdom (phrónêsis). Prâxis allows considering the entwinement of performative actions, practices and practitioners, and the performative process of all of them as a holistic nexus.

**Keywords:**

- Arts management
- Organization
- Arts
- Practice
- Creativity
- Technology

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- Organizational Aesthetics
- Cambridge Scholars Publishing



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